

Implementation Measures

City of Alexandria
Department of Planning and Zoning

Implementation Measures

Specific actions are listed below for implementation of the marketing, revitalization and redevelopment initiatives within the Arlandria neighborhood, along with the responsible party.

Objective: To create a Marketing and Promotions organization

Technical assistance from Neighborhood Planning and Community Development division (NP&CP) of the City's Department of Planning and Zoning and the Alexandria Economic Development Partnership (AEDP)

Establish Focus Group to initiate intensive business organization development process involving:

- Potomac West Business Association
- Arlandria Business Association
- Tenant and Workers Support Group
- Arlandria Businesses
- Other targeted groups or individuals

Activities of New organization might include:

1. Create Organization, Outreach and Fundraising plans for the organization. The Outreach Plan should focus on increasing and broadening membership.
2. Draft three-year Marketing & Promotions plan, utilizing the concepts and information provided in this report. As part of the plan, examine opportunities for distribution of direct mail, newsletters, and promotional materials to households in the larger trade area.
3. Assess opportunities for operating weekly Arlandria Flea or Farmer's Market and Summer Movie Nights, on a trial basis
4. Complete multi-year plan for operations of Flea or Farmer's Market, Movie Nights, and other promotions on a regular basis.

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Activities of New Organization (continued):

5. Coordinate with the Alexandria Chamber of Commerce, and Convention and Visitors' Bureau on business participation and on events planning and promotions, especially for expansion and re-orientation of an annual city-wide Latino street festival that would be held in Mt. Vernon Avenue (and with additional activities in adjoining Four Mile Run Park).
6. Working with NP&CD and the Department of Finance, begin to examine opportunities for a Business Improvement District (BID) or mechanism for funding joint marketing, capital improvement, and management initiatives. This should only be considered once the business association has a critical mass of members, perhaps 60-75 percent of all Arlandria property and business owners and operators.
7. Initiate discussions with The Birchmere on increased exposure within the commercial district, increased local marketing, and on opportunities for site development and better use of underutilized property.
8. Working with NP&CD, initiate discussions with stakeholders (including property owners) with regards to phasing for the Safeway-Datatel site redevelopment, including the concept of a Phase 1 development that includes the grocery and/or family entertainment anchor and other businesses as indicated in this report. Test interest among property owners in joint-venture marketing (with AEDP) of the Phase 1 project to prospective developers. The City would prospectively offer development of structured parking to leverage such investment as part of a mixed-use project.

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Objective: To strengthen individual business plans and merchandising strategies

Alexandria Small Business Development Center (SBDC), with assistance as needed from AEDP and the Chamber of Commerce

1. Conduct merchandising audits with individual businesses and provide input on store layout, merchandising, operations, and marketing strategies.
2. Provide assistance in the development (or revision) of 3-5 year business plans for individual independent businesses (not for franchised businesses).
3. Provide Small Business Association (SBA) loan package information and other financing information for individual businesses to invest in capital improvements, or for working capital and marketing.
4. Ensure coordination with AEDP in communicating information about Alexandria's small business assistance programs to existing business owners in Arlandria.
5. Coordinate with AEDP and Arlandria's business association on establishing a monitoring system for individual business plans, re-merchandising, and individual store marketing & promotions. The monitoring system should encourage cooperative efforts among the various businesses, such as in tracking merchandising changes, establishing joint promotions, improving signage & marketing, and extending hours of operation.

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Objective: To incorporate commercial district marketing concepts into park planning

City of Alexandria Recreation, Parks & Cultural Activities (RP&CA) in coordination with Neighborhood Planning & Community Development (NP&CD)

1. Examine and prioritize proposals to enhance access to Four Mile Run Park and proposals for public plazas as urban active spaces that are incorporated (or open) into Four Mile Run Park.
2. Identify additional land for potential expansion of Four Mile Run Park, as part of mid-term and long-term park planning. This land might be “created” through redevelopment of existing underutilized buildings or parking areas.
3. Identify potential opportunities for new or expanded *active* recreation facilities (such as a small soccer stadium or recreation components of a family entertainment center) in Four Mile Run Park or the area that are consistent with the overall marketing concepts for the commercial district.
4. Coordinate with AEDP and the Marketing and Promotions organization on planning for weekly events and festivals that incorporate both the park and the commercial district.

Objective: To implement recommended traffic improvements

City of Alexandria Transportation and Environmental Services (T&ES) in coordination with NP&CD

1. Review proposed improvements for area to ensure that they will alleviate existing congestion issues and improve pedestrian access and safety.
2. Identify and examine appropriate traffic improvements necessary to improve access for Four Mile Run Park.
3. Establish timeline for specific traffic and pedestrian improvements as outlined in the plan, with requests for funding to be included in the City’s Capital Improvement Program.

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Objective: To encourage the implementation of urban design improvements and redevelopment projects, incorporating the recommended interim marketing concepts

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD)

1. Work with RP&CA and T&ES to implement street tree planting in the 3800 block of Mt. Vernon Avenue.
2. Incorporate target-marketing concepts into urban design plans and determine costs for urban design improvements. Incorporate the marketing concepts through:
 - a. Use of public art that builds on the specific strengths of the community. Participation by area children or families in design or construction is recommended.
 - b. Use of street furniture that responds to particular community needs and marketing. Design and grouping of street furniture to accommodate family gatherings, etc.
 - c. Use of public plazas and other public areas as a central element for marketing the business district and for creating access to Four Mile Run Park.
 - d. Gateways, street signs, and other public “hardware” that are consistent with the marketing concepts in their design, siting, and implementation.
 - e. Recommendations for façade improvements and other physical improvements for private building owners and businesses to implement. Such improvements would be designed to maximize the development of the marketing concepts. Specific recommendations for such improvements should be illustrated and shared with property owners and businesses.

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Objective: Urban design improvements (continued)

3. Incorporate alternative concept for a phasing approach (Phase 1) redevelopment of the Safeway-Datatel site, including the proposed parking.
 - a. Review phasing concept with stakeholders.
 - b. Examine potential for utilizing structured parking (or other public improvements) as an incentive for leveraging Phase 1 development.
 - c. Pro-actively establish appropriate regulatory framework (zoning overlay, CDD guidelines, etc) in support of any redevelopment of this site or within the commercial district as a whole.
4. Determine specific further urban design improvements City will make to leverage private investment.
5. Working with the marketing and promotions organization and AEDP, review the Mt. Vernon Avenue design standards and propose new overlay design standards that respond more specifically to the marketing concepts for Arlandria. These standards might incorporate recommendations for a *menu* of appropriate materials, signage styles, etc.
6. Provide AEDP and the marketing and promotions organization with recommendations for specific design improvements for individual buildings and streetscaping that might be funded in part through City loan programs or through a potential Business Improvement District (BID).

Objective: To incorporate the recommendations and vision outlined herein as part of the City's Master Plan

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD)

1. Draft revisions to the Potomac West Small Area Plan to reference the principles and guidelines developed as part of the vision for the neighborhood.
2. Seek public input and adoption of the revisions to the Small Area Plan.

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Objective: To incorporate the proposed development guidelines as a component of the Arlandria Coordinated Development District (CCD#6)

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD)

1. Draft revisions to CDD#6 to include recommendations for floor area ratio, development level, building height, build-to lines, mixture of uses and connections to properties within and adjoining the district that will implement the principles and guidelines developed as part of the vision for the neighborhood.
2. Seek public input and adoption of the revisions as part of the Zoning Ordinance.

Objective: To create and implement an Neighborhood Retail zone to proactively target regulatory solutions to help encourage revitalization of the neighborhood

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD)

1. Develop appropriate standards to encourage and expedite new business development, including uses such as restaurants, outdoor markets and live theatre (without SUP), and provisions for public art, signage, neighborhood banners and shared parking.
2. Seek public input and adoption of the overlay district as part of the Zoning Ordinance.

Objective: To improve environmental conditions in the neighborhood

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD)

1. Continue to work with the City-wide Code Compliance Committee on operational problems (trash, lighting, zoning concerns, etc.) and on community outreach.
2. Re-evaluate conditions as problems arise.

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Objective: To develop an approach for beneficiaries of public parking to contribute to the cost of construction and operation of the proposed Datatel parking garage

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD), in coordination with the Department of Finance and City Manager's Office

1. Explore the establishment of a parking district, whereby properties which cannot provide a defined level of on-site parking may contribute to a fund for the construction and operation of the Datatel parking garage, thus providing a mechanism that will allow the development of their properties.
2. Seek public input and property owner support for the resulting program or parking district approach.

Objective: To enhance the streetscape and vitality of the street through the provision of appropriate street furniture

City of Alexandria Neighborhood Planning & Community Development Division (NP&CD), in coordination with Transportation and Environmental Services

1. Evaluate the need and potential locations for benches, bus shelters and similar street furniture. Develop appropriate standards and a plan for implementation.
2. Incorporate recommendations into the Capital Improvements Program for funding or seek other funding sources.
3. As properties redevelop, encourage the provision of such furniture as part of the development plan.